The 3 T’s to Promoting Agent Productivity

Real Estate Brokers need to make sure they are finding the best talent and giving their agents the best training and tools for success. As a part of the Market Leader Broker Series, we want to share the 3 T’s to promote agent productivity—Talent, Training, and Technology.

Talent
Recruiters for sports teams are always scouting talent to give them a winning edge. Real Estate brokers need to follow the same idea with a steady lookout on talent that will grow the business. Brokers need to find the right talent that fits their brand, culture, and goals of their business. It’s just as important to identify the eager rookie talent as perennial top producer. Finding the talent takes a persistent effort over time. Here are some tips for maintaining a long-term talent acquisition strategy.

Always be looking
Brokers should scout for talent and build relationships with agents who can fit in the business. Seeking top agents doesn’t just happen over a week or two. Fortune 500 executives and entrepreneurs alike are always on the lookout for the best recruits. Real estate brokers should follow the same principle with a steady cadence of research and networking conversations each week.

Use LinkedIn
LinkedIn isn’t just for high-flying technology executives. It’s one of the most dynamic recruiting and networking platforms in the world, and it’s actively used by real estate pros all over North America. Not only can brokers list their personal professional profile, they can profile their business! This is a powerful way to help attract agents.

Make sure the personality fits
Agents have numerous personality and business styles. Finding the right agent who reflects the core values and the brand of your business is just as important as selling capability. A loose cannon who
closes transactions but provides a poor customer experience will reflect poorly on the business in the long term. Personality clashes with other agents will have a negative impact on business as well.

**Training**

Training programs, seminars, and workshops are effective ways to help your business grow and stand out from the competition. Training also ensures that agents support your brand. Beyond pure selling, sometimes the most crucial training is about the basics—from writing skills, to using social media in real estate. Here are some ideas to consider.

**Marketing training**

Agents are expected to market and build their personal brand, under the flag of the broker. But new marketing technologies and techniques can give a head start to the business.

**Content and writing training**

Everyone has seen the embarrassing Craigslist ads, email newsletters, and direct mail flyers with poorly written copy. Provide your agents with training resources to help them write more effective ads and mailers that will get noticed. Training should cover everything from writing effective and interesting headlines to property descriptions.

**Social media training**

Brokers and agents alike have a mixed understanding of social media. When used properly, social media platforms like blogs and Facebook can help agents reach a broad audience of prospective buyers and sellers to grow their business. Find the right information that helps agents understand how to use social media when engaging with potential buyers and sellers. This can be done through blogging, creating short and simple video clips, and sharing photos. It’s also important that agents know how to use social media to listen, rather than blindly broadcast information.

**Customer service training**

Brokers can develop and deliver their own customer service programs or work with specialists to train agents. Customer service training is incredibly important because the experience is what buyers and sellers remember and talk about. Training that helps agents with organizational skills and how to handle challenging scenarios will pay tremendous dividends for agents and brokers alike.

**Technology training**

Agents need to learn how to use all of the available tools and technology that help them serve potential clients. The agents with the best training will win the most new customers. Technology training can help agents use database and Web marketing tools, create and maintain a blog, and more. Most technologies are easy to learn and are well worth the investment in time.
Technology

What is your brokerage’s reputation when it comes to providing technology tools for online lead generation, engagement, and conversion? Today’s agents desire a comprehensive online lead solution, complete with a lead capture website, Craigslist posting tools, social media integration, and automated marketing solutions—all tied into an easy-to-use contact management system. Investing in a system shows agents that you’re dedicated to using the latest technology to help them grow their business.

Technology choices are overwhelming for brokers to offer agents. But new technologies and techniques offer a head start. Here are some ideas to help brokers choose the right technology to enhance productivity and give your agents a winning edge!

**CRM and marketing platform**—Agents need a CRM platform that is always available, easy to use, and enhances how they manage a business. Agents who keep all of their notes in a notebook or in a spreadsheet are at a distinct disadvantage to those who use tools to track appointments, showings, and closings. The CRM and marketing platform should be easy to use and accessible via a mobile device or laptop.

Brokers and agents often grow their databases for different types of marketing activities. The database platform that is easiest to use and is tied closely with the CRM platform will be the most valuable for agents. These platforms can help agents send professional-looking emails. They can also help agents capture leads from websites and structure a long-term nurture marketing program. Database marketing helps agents identify factors that are important to the buyer or seller. Agents can track information including homes, condos, rural areas, commercial, rental, location, and price range—then use this insight to help their marketing efforts.

Nurture and drip campaign marketing puts the power of the healthy database to use. Brokers should teach agents how to design and implement nurture campaigns with different goals. Some nurture campaigns may be designed specifically to grow listings. Others may be to find new buyers.

**Web marketing**—Agents can grow their pipeline with inbound and outbound marketing efforts. Inbound marketing is the most valuable because the best leads are often the ones who come “inbound” to the agent. Having a strong Web presence with a website that is easy to navigate creates a positive experience for buyers and sellers. Prospects come to websites from multiple sources including Craigslist, Google and Bing ads, or general Web searches. Brokers who provide agents with a platform that integrates the best worlds of CRM, database marketing, Web, and marketing tools are the best suited to help agents succeed and grow.

**Put the 3 T’s in Place to Grow Your Business**

Talent, Training, and Technology provide real estate brokers with a competitive advantage. These resources help fuel the success for individual agents, which grows the overall business for brokers.